



2018

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About

byLungi.com is a lifestyle website that covers topics ranging from natural hair, travel, beauty, food and lifestyle. The editor in chief is Lungi, a black South African woman in her 30s. The website seeks to create a community of women who are interested in these topics by engaging them on new products, reviews and authentic experiences.

Social media



700



1030



1055



108

Reader demographics

- 27550 users in 2017, of which...
- 92% female
- 70% South African
- 80% aged 18 - 34

Services offered

- Product Reviews & giveaways
- Advertising
- Representation at events
- Sponsored posts
- Product/brand affiliation
- Social media promotion

Brands I've worked with...



SUPERBALIST.COM

